



Atty. Docket No. 696.002

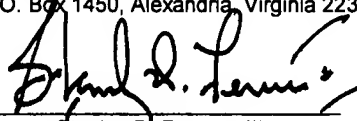
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of : Srinivasan et al.  
Serial No. : 09/804,735 Examiner : Jean Janier  
Filed : March 13, 2001 Art Unit : 3622  
For : DETERMINING THE EFFECTIVENESS OF  
INTERNET ADVERTISING (as amended)

July 16, 2007

**PETITION AND FEE FOR EXTENSION OF TIME  
PURSUANT TO 37 C.F.R. § 1.136(a)**

I hereby certify that this correspondence and any documents referred to as enclosed therewith are being deposited with the United States Postal Service as first class mail, addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450 on July 16, 2007.

  
Stanley D. Ference III  
Reg. No. 33,879

July 16, 2007  
Date of Signature

Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

Sir:

Applicant(s) hereby petitions for an extension of time for a total period of three (3) months through and including July 16, 2007 to respond to the Office Action mailed on January 16, 2007. If an additional extension of time is required to insure that this paper is timely filed, please consider this a petition therefor.

The Response for which this extension is requested is filed herewith.

07/23/2007 RFEKADUI 00000038 09804735 510.00 0P  
01 FD:EEJ3

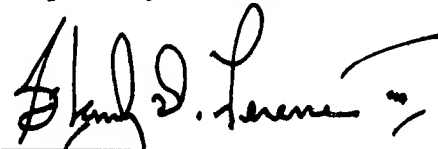
Applicant is a small entity and the extension fee required under 37 C.F.R. §

1.17(a)-(d) is calculated below:

		large entity	small entity
( )	one month	\$120	\$60
( )	two months	\$450	\$225
( X )	three months	\$1,020	\$510
( )	four months	\$1,590	\$795
( )	five months	\$2,160	\$1,080

Submitted herewith is our check in the amount of \$510.00 to cover the extension of time fee for three (3) months. The Commissioner is hereby authorized to debit payment of any additional fees associated with this communication or credit any overpayment to the bank account identified in the check.

Respectfully submitted,



Stanley D. Ference III  
Registration No. 33,879

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